

## MUSHROOM STARTER KIT

# START



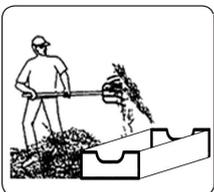


# MUSHROOM

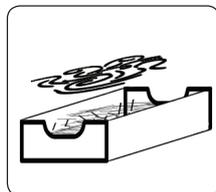
# ABOUT THE BUSINESS

With this business you are going to set up a mushroom farm. You start by preparing the soil consisting instance straw and sand. You place the soil in beds or bags. Three weeks later you plant the hyphae, these are the “seeds” of the mushrooms. Again three weeks later you start harvesting. You go so every 6 weeks harvest and sell fresh mushrooms, then the whole process starts again. You can sell your mushrooms to vegetarian restaurants, supermarkets, Individuals who do not eat meat, the health conscious people, ordinary restaurants etc.

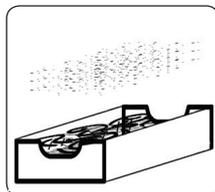
- 1 You fill your 150 x 150 beds or substrate bags with substrate consisting of straw and water
- 2 Three weeks later you plant the hyphae between two layers of substrate
- 3 You cover it with a layer of soil
- 4 Three weeks later you harvest the mushrooms
- 5 You sell the mushrooms



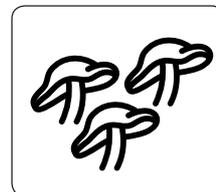
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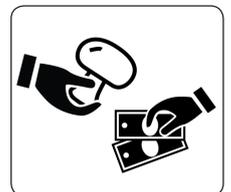
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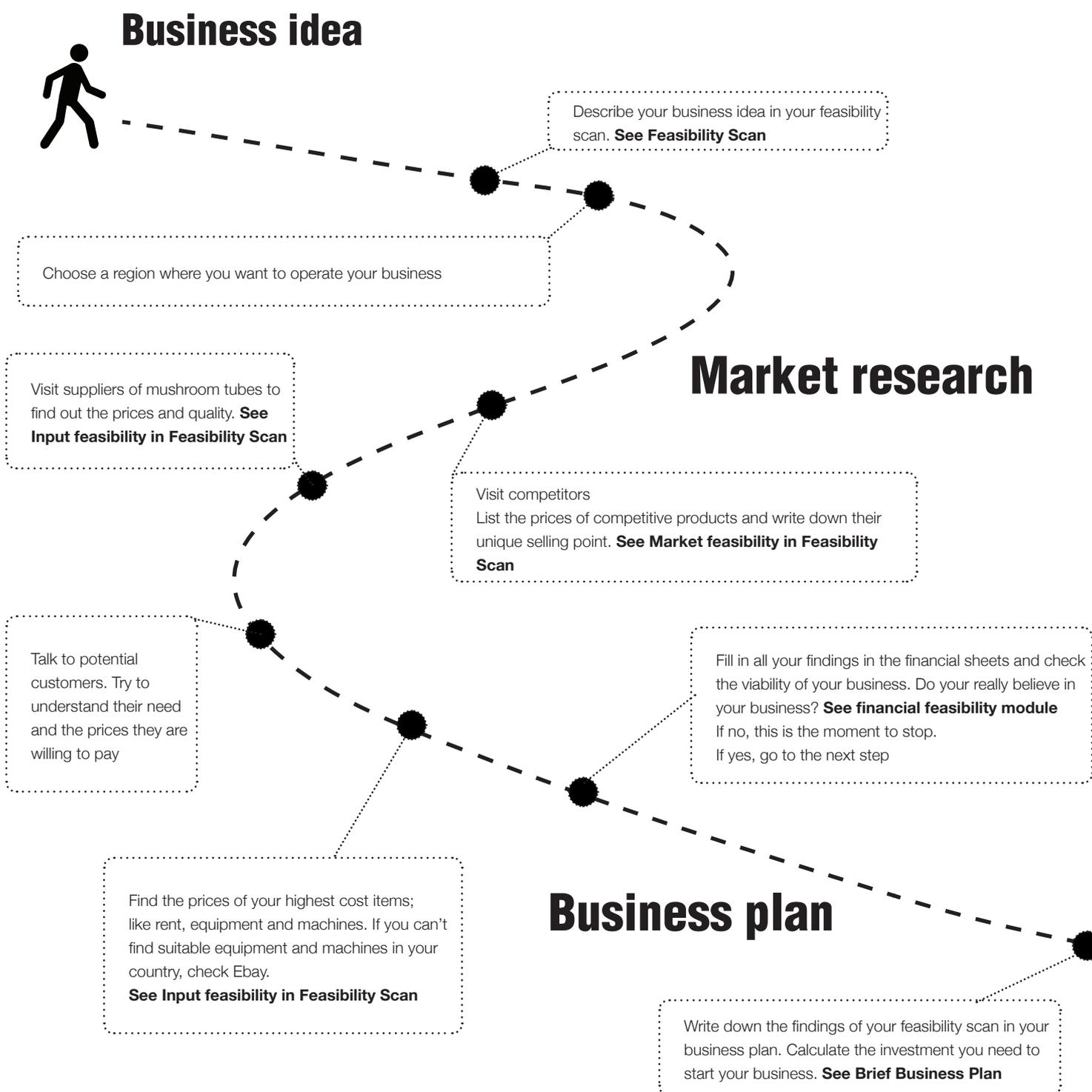


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# CHAPTER ONE

# STEPS

As a starting entrepreneur you are going to walk an uncertain path. You will have to meet challenges and will have a lot of questions. The image below gives you an overview of all the steps you might take to start up your business. Further, it shows the corresponding tools of the Business-in-a-Box which can help you to make this path less uncertain and more easy to walk.



## Record keeping

Stay in touch with potential customers and turn your marketing efforts into sales deals. Don't give up too soon, just keep pushing.

Keep records to stay within your budget and to measure your success!

**See Record Keeping in Financials**

## Sales

To keep the business in balance, spend roughly a third of your time on each of these three key things: customer care, business development and administration. That way, you'll have a smooth-running business with happy customers and new income streams on the way.

Visit potential customers well prepared, and take your marketing materials with you. Try to understand the market.

Prepare your marketing materials. Adjust and print the brochures and business cards. Download and adjust your website from the starter kit. **See Marketing Tools**

Start small and only buy the essential equipment. To cut costs try to work from home or rent a low cost place. **See Equipment in Production Manual**

## Start

Prepare a 30 second pitch about your business for potential investors. Practice this pitch often. Make sure you know your sales numbers and other important numbers by head. **See Golden Rules in this booklet**

If you are ready for it and you believe in your business plan then go for it! And if necessary try to find an investor.

Follow a mushroom course, to get practical knowledge about growing mushrooms.

## Investor

Finish your business plan

Ready to start? Make a detailed project planning and stick to it. **See planning in this booklet**



## CHAPTER TWO

# GOLDEN RULES 1

Here you read golden rules about your mushroom business

Follow a training in mushroom growing. Growing mushrooms is not that difficult, but without training you will make many mistakes

Try to improve yields by refining the temperature

Making your own tubes looks easy but it is not, and takes a lot of time. First focus on improving your yield and get good prices for your mushroom. After a period you could think of making your own tubes

Understand the demand of your customers. It might be interesting to package your mushrooms in order to get a better price.

Try to grow other mushrooms than the most common oyster mushrooms. Hotels and restaurant might be interested in small mushrooms

When you change site, think about the differences in climate and the influence it might have on your yield

# GOLDEN RULES 2

Here you read general golden rules for start ups.

Start small. Keep the cost as low as possible. Only buy the essential equipment and machines. After the start up phase, when you have a better understanding of the market, you can expand your business.

Follow the golden triangle – to keep the business in balance, spend roughly a third of your time on each of three key things: customer care, business development and administration. That way, you'll have a smooth-running business with happy customers and new income streams on the way.

Try to negotiate with your investor/bank seed capital and the option of working capital later on.

Make sure you have good marketing material right from the start, this will give your business a more professional look. Make yourself visible, meet many potential customers.

Keep your records. Write down all your costs and income to calculate your profit and loss.

If you use private money for your business, or business money for private use make sure you write it in your records. Otherwise you won't know whether you have made a profit or not.

Don't be afraid to ask for help. There is nothing wrong with finding it difficult to get your business on its feet at first – in fact, challenges are expected. Never be afraid to ask for help – if you don't speak up, your problems could get worse.

## CHAPTER THREE

# PLANNING

Once you've written your business plan, make a planning about what you need to achieve by which date. This planning is an absolute must, and this chapter will help you out.

To start or expand your business you will have a lot on your mind. Below you can find a checklist of things which you should think about. You can add topics if necessary. We advice you to strikeout the irrelevant topics. The best way to accomplish all the relevant topics is to schedule them into your private agenda, your business agenda (which you can download from your personal website) or maybe use the calendar on your mobile phone.

Once you planned an item in your agenda you can use the checkbox to mark it. Once you completed an item from your agenda you can strike it through to finish it.

### Sample:

- Choose a business name = NOT RELEVANT
- Choose a business name = PLANNED
- ~~Choose a business name~~ = DONE

### CHECKLIST

#### MARKETING

- Choose a business name
- Setup your business telephone number and email address
- Design a logo
- Design business cards
- Design brochure
- Order business cards
- Order a brochure
- Register an internet domain name
- Set up a website
- Register social media profiles
- Ask your social media friends to help spread the word
- Add your new logo to your business social media accounts



See your personal account to download your Checklist



See your personal account to download your Business Agenda

#### REGISTRATION

- Decide the legal structure of your business (sole proprietorship, partnership, corporation, Limited company).
- Register your business
- Register at the tax department
- Open a business bank account
- Apply for an Employer Identification Number (EIN)

#### PRODUCTION

- Setup an Ebay account
- Setup a business PayPal account.
- Purchase the main equipment
- Purchase the main materials
- Follow technical training
- Rent a barn

#### SALES

- Decide on your pricing. Which customer will pay what price?
- Make price list of your products
- Make an order form for your customers
- Prepare your 30-second pitch. Include 3 reasons why you're different than your competitors.
- Explain your business to family/friends about your business
- Network a lot to tell people about your business!
- Write down the telephone number and details of potential customers
- Determine your sales process and practice it often.
- Refine your product, and marketing and sales approach

#### FINANCIALS

- Set up your record keeping
- Create a budget
- Learn how to interpret your financial reports

#### GENERAL

- Start generating revenue as soon as possible.
- Find free advice
- Be careful about wasting time on "business partnership" discussions





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